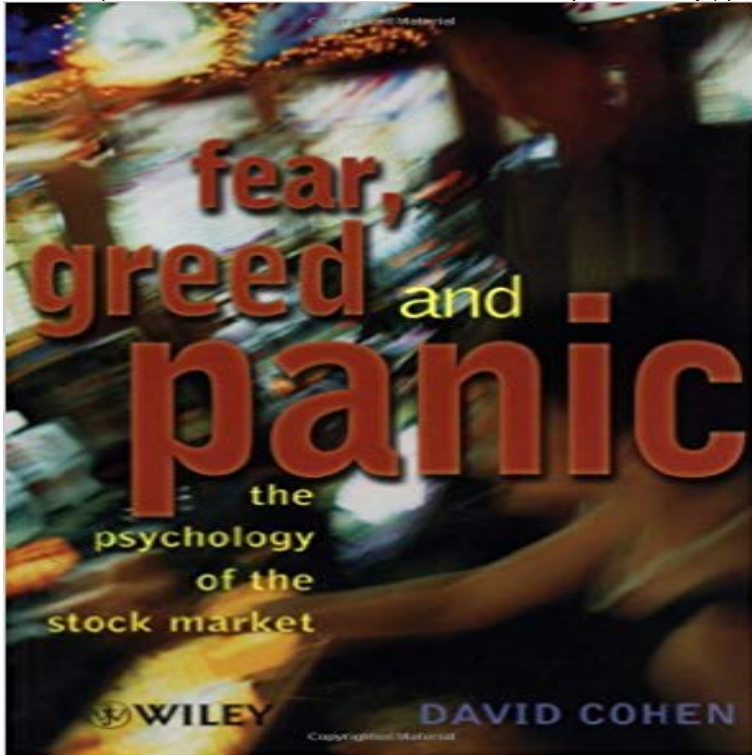


Fear, Greed & Panic: The Psychology of the Stock Market



What really influences the way the stock markets behave? David Cohen argues that far from being influenced by logical, rational considerations, stock markets are driven by deep-seated emotions such as fear, greed, panic and the herd instinct. Written in a jargon-free style, this book contains fascinating case histories on companies and individuals and includes an amusing psychological quiz which will help you to understand your own attitude to risk and therefore guide you when making investment decisions. Essential reading for anyone with an interest in how markets actually work. * A fun, topical read * Contains a psychological quiz to test attitude towards risk * Includes a useful glossary of psychological and investment terms

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